

COUNT ME IN 4 tomorrow

Keeping you informed about Alberta's Tomorrow Project, a research project designed to discover more about what causes cancer and other long-term health conditions.

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VISIT: WWW.IN4TOMORROW.CA



Edmonton Study Centre now open! See page two for more details.

New Website Launch!

With the launch of our new Count Me In 4 Tomorrow campaign, the Tomorrow Project has developed a new website! Please visit www.in4tomorrow.ca to receive updates on our recruitment goal, watch videos, view Twitter and Facebook updates, check out recent news, testimonials, and more!

Participate in Alberta's Tomorrow Project Now and help researchers discover more about what causes cancer and other long-term health conditions.

Welcome New Participants!

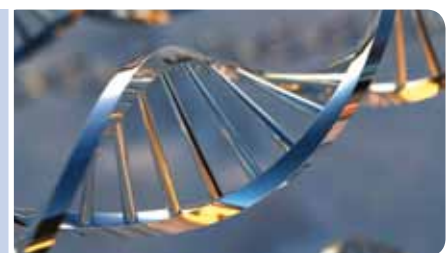
If this is your first newsletter, welcome to the Tomorrow Project. You are joining a study devoted to finding the causes of cancer and ways to prevent them. If you have questionnaires at home, please feel free to fill them out and send them in to us or, please call us if you have any questions or need

a replacement questionnaire. We would be delighted to answer any questions you may have. It is never too late to join a great cause!

Also, watch for future copies of Count Me In 4 Tomorrow's newsletter – inside you will find information from the world of cancer research to updates about the progress of the study.



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Study Update

The project launched as a local study in Alberta in 2001, recruiting 30,000 Albertans using random digit dialing.

Recently however, the Tomorrow Project joined British Columbia, Ontario, Quebec, and Atlantic Canada to form the Canadian Partnership for Tomorrow Project, a national study that expanded its protocols to include the collection of more information necessary to better understand the causes of cancer and other diseases. This national initiative aims to track the health of 300,000 people over the next 20-50 years and is largely sponsored by the Canadian Partnership Against Cancer.

In Alberta, the newly revised project's main goal is to enroll 50,000 participants in the program before March 31, 2012. This includes enlisting new participants in the study as well as re-enlisting the 30,000 participants who joined the study prior to 2008. Currently we are at 7,000 participants.

8,000 Albertan's have already joined!



Edmonton Study Centre Now Open!

Our first centre was opened in December 2008 at the former Holy Cross hospital site in Calgary.

Since its opening, more than 4,000 participants have visited the centre to provide important information needed for the study.

We are now pleased to announce the opening of our newest study centre in Edmonton! Since it opened in February, more than 1,200 participants have visited. The Edmonton centre is located at 2020 Northgate Centre with appointment times available between 10 a.m. and 7 p.m. Monday through Thursday. If you live in the area and are interested in visiting our Edmonton location, please call toll free at 1 877 919-9292 to book an appointment.

Count Me In 4 Tomorrow Campaign

This summer the Tomorrow Project will be launching a new campaign in Alberta called "Count Me In 4 Tomorrow".

This campaign will focus on recruiting 50,000 Albertans by March 2012 to complete the goal of the research study. The campaign will be a province-wide initiative that will encompass multiple events involving Alberta's largest businesses, municipal and

provincial government leaders and high-profile spokespeople. Watch for it!



Read what an In 4 Tomorrow participant has to say about the study.



Marnie Mastel, a Calgary-based participant in the Tomorrow Project, talks to us openly about her experiences as a Tomorrow Project Study participant. Marnie originally joined the study in 2004 but after the Tomorrow Project in Alberta joined the national Pan-Canadian Study in 2008, Marnie re-enlisted in June of 2009.

- 1. Why did you join the Tomorrow Project?** It seemed like a very interesting project. If they can find out something about what I'm doing or NOT doing that could potentially prevent cancer, then why not? My father and maternal grandmother died of cancer and my mother died of Alzheimer's. It really makes you stop and think.
- 2. What was your experience as a Tomorrow Project participant like?** When I visited the Study Centre, they asked questions like where I lived and for how long, and about my family history and background. My experience at the study was great and I really think it is a worthwhile thing to do.
- 3. How did you find the process?** Easy. I went down to the Holy Cross Study Centre here in Calgary and was really impressed with how precise their measurements were. For example, I know I'm short (she laughs) and I always said I was 5' tall but I'm exactly 4' 11 ¼" tall. They did a bone density test and did some blood work too. Pretty simple stuff.
- 4. Would you recommend that others sign up?** Yes. I have recommended this to others but I'm interested to know why they don't want to do it. I think now that the study has changed since 2008, the process will be better. I hope everyone understands the importance of this study.
- 5. What do you enjoy doing when you aren't keeping busy at work?** I love to garden – it is beautiful and I love to show it off – I like to read, do cross word puzzles and play bridge.
- 6. Tell us a favourite food you love.** I love potatoes! If researchers find out potatoes cause cancer, then I'm in a lot of trouble! (she laughs again)
- 7. Tell us something unique about yourself?** I was interviewed on TV last year and was in the National Post for the Tomorrow Project!



Toll Free Line

We have been experiencing technical difficulties with the phone system over the last several weeks. We apologize for any inconvenience this may have caused many of you, but would like to let you know that the issue has been resolved. Please feel free to contact our toll free line again to book an appointment.

Approximately one in two Albertans will develop cancer in their lifetime and approximately one in four will die of cancer.

New Participants Needed!

If anyone you know might be interested in joining the study, please ask them to visit us at www.in4tomorrow.ca and sign up online! Once they fill out the online form, we will mail a package that includes, the study information booklet, consent form and questionnaires.

“Other large, long-term studies have taught us that high cholesterol and high blood pressure were risk factors for heart disease and stroke. We now monitor and treat people for those conditions, meaning that fewer people die prematurely. If we can do the same for cancer, the benefit from The Tomorrow Project is likely to be immense.”
– says Dr. Paula Robson, principal investigator for the Tomorrow Project.

Please Help Us Keep Our Files Up To Date

Since the Tomorrow Project is a long term study, staying in touch with participants is an important part of our work because it reduces the number of participants who are “lost to follow up.” Please take a moment to contact us with any changes or additions to your contact information. Remember, we can send you information wherever you live, even outside Alberta or Canada.



Package Information

If you have already received a package from us, it is important that you give us a call at 1 877 919-9292 to book an appointment, or fill out the questionnaire and send it back to us for the national part of the study. If you haven't received an invite package yet, one will be mailed to you in Fall 2010.



Thank You for Your Participation

Thank you so much for joining the Tomorrow Project. We understand that your time is valuable and appreciate your support in helping us in this long-term research study. Your participation will help provide a brighter future for the next generation.



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CONTACT US:
visit: www.in4tomorrow.ca
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